

tallying the number of decoded first and second data, respectively, to determine consumer response to the advertisements.

3. (Amended) A promotional method comprising:

presenting an object within the field of view of [an] a visible light optical sensor device, the object being selected from the list consisting of a retail product, or packaging for a retail product;

acquiring optical data corresponding to the object;

decoding plural-bit digital data from the optical data;

submitting at least some of said decoded data to a remote computer; and

determining at the remote computer whether a prize should be awarded in response to submission of said decoded data.

4. (Amended) A method of travel promotion, comprising:

steganographically encoding a travel photograph to hide plural-bit data therein;

acquiring visible light scan data from the travel photograph and processing [the travel photograph] same to extract the plural-bit data therefrom; and

using at least part of the extracted plural-bit data to direct an internet web browser to a web site that provides travel information useful to a consumer who wishes to visit the location depicted in the photograph.

Please add new claims as follows:

--5. The method of claim 3 in which the optical data includes steganographically encoded information.--

REMARKS

A substitute specification is submitted herewith, that places the Appendices after the Detailed Description and before the claims, and that is sequentially numbered with the rest of the specification, as required by Rule 52(b).

Applicant respectfully submits that such inclusion of text as an appendix is not improper. The rules concerning submissions of computer code as appendices do not preclude other types of appended matter. Indeed, the rules regarding incorporation by reference indicate that non-allowed applications must be bodily incorporated into the specification if they are to be considered part of an application (MPEP 608.02(p)I.A.2. (Applicant does not thereby suggest